face. Identity server **230** may receive the one or more preferences relating to the data usage sponsorship campaign.

[0041] As further shown in FIG. **4**, process **400** may include generating configuration information for the campaign based on the preferences (block **440**). For example, identity server **230** may generate configuration information based on the one or more preferences relating to the data usage sponsorship campaign. In some implementations, the configuration information may include information that indicates the name of the sponsor, the contact information for the sponsor, the address of the sponsor, the telephone number for the sponsor, the account information of the sponsor, etc.

[0042] In some implementations, the configuration information may include information that provides the identifiers of user devices **210** associated with the data usage sponsorship campaign. In some implementations, the configuration information may include information that indicates the date range for the data usage sponsorship campaign. In some implementations, the configuration information may include information that indicates content to associate with the data usage sponsorship campaign. In some implementations, the configuration information may include information that indicates the location range for the data usage sponsorship campaign. In some implementations, the configuration information may include information that indicates the time range for the data usage sponsorship campaign. In some implementations, the configuration information may include information that indicates the data usage threshold for the data usage sponsorship campaign.

[0043] As further shown in FIG. **4**, process **400** may include storing the configuration information and configuring the campaign based on the configuration information (block **450**). For example, identity server **230** may store all or a portion of the configuration information generated by identity server **230** (e.g., in a data structure). In some implementations, identity server **230** may configure the data usage sponsorship campaign based on all or a portion of the stored configuration information.

[0044] In some implementations, sponsor server **240** may provide updates, to the one or more preferences relating to the data usage sponsorship campaign, to identity server **230** based on execution of the data usage sponsorship campaign. For example, sponsor server **240** may provide updates to the one or more preferences when user devices **210** associated with the campaign need to be changed (e.g., a hotel guest leaves the hotel, an employee leaves a company, a new employee joins a company, etc.). In another example, sponsor server **240** may provide updates to the one or more preferences when other conditions associated with the campaign change (e.g., an employer may want to expand the content covered by the campaign, a restaurant may want to restrict data usage to a particular threshold, etc.). Identity server **230** may generate updates to the configuration information based on the updated preferences, and may store the updates to the configuration information. In some implementations, sponsor server **240** may provide the updates periodically based on a preference of the sponsor and/or based on a time frequency determined by sponsor server **240**. In some implementations, sponsor server **240** may determine whether to provide the updates based on the type of the account associated with the sponsor.

[0045] Although FIG. **4** shows example blocks of process **400**, in some implementations, process **400** may include additional blocks, fewer blocks, different blocks, or differently

arranged blocks than those depicted in FIG. **4**. Additionally, or alternatively, two or more of the blocks of process **400** may be performed in parallel.

[0046] FIG. **5A** is a diagram **500** of an example user interface **510** that may be used in connection with example process **400** shown in FIG. **4**. In some implementations, user interface **510** may be provided by identity server **230** to sponsor server **240** to enable a sponsor to identify information (e.g., preferences) that may be used to configure a data usage sponsorship campaign.

[0047] As shown in FIG. **5A**, user interface **510** may allow the sponsor to configure different features of the data usage sponsorship campaign. For example, the sponsor may identify one or more preferences for initiation of the data usage sponsorship campaign. In some implementations, the sponsor may indicate device identifiers of user devices **210** to associate with the data usage sponsorship campaign via user interface **510**. For example, as shown in FIG. **5A**, the sponsor may identify two MDNs (e.g., 111-111-1111 and 222-222-2222) and two IP addresses (e.g., 172.16.254.1 and 164.32.254.2) as device identifiers of user devices **210** to associate with the data usage sponsorship campaign. In another example, the sponsor may upload a spreadsheet of device identifiers to associate with the data usage sponsorship campaign. In some implementations, the sponsor may indicate a date range for the data usage sponsorship campaign via user interface **510**. For example, as shown in FIG. **5A**, the sponsor may indicate a start date of Dec. 30, 2013 and an end date of Jan. 15, 2014 for the date range of the data usage sponsorship campaign.

[0048] In some implementations, the sponsor may indicate content to associate with the data usage sponsorship campaign via user interface **510**. For example, as shown in FIG. **5A**, the sponsor may indicate that the sponsor is sponsoring all data usage or particular content for the data usage sponsorship campaign. In some implementations, the sponsor may indicate a location range for the data usage sponsorship campaign via user interface **510**. For example, as shown in FIG. **5A**, the sponsor may indicate that the data usage sponsorship campaign covers designated user devices **210** that are physically or geographically located within two miles of a particular address.

[0049] In some implementations, the sponsor may indicate a time range for the data usage sponsorship campaign via user interface **510**. For example, as shown in FIG. **5A**, the sponsor may indicate that the sponsor is sponsoring data usage by designated user devices **210** between the hours of 9:00 AM and 5:00 PM. In some implementations, the sponsor may indicate a data usage threshold for the data usage sponsorship campaign via user interface **510**. For example, as shown in FIG. **5A**, the sponsor may indicate that the data usage sponsorship campaign covers data usage by designated user devices **210** up to a particular data usage threshold (e.g., less than a particular number of Gbits).

[0050] Once the sponsor has identified the preferences, user interface **510** may allow the sponsor to select a "Submit" option to store the preferences and/or submit the preferences to identity server **230**. Identity server **230** may then generate configuration information based on the preferences.

[0051] As further shown in FIG. **5A**, user interface **510** may also allow the sponsor to select a "Back" option to cause identity server **230** to provide information regarding the data usage sponsorship campaign. As also shown in FIG. **5A**, user interface **510** may also allow the sponsor to select a "More